



Chock-Full of descriptive illustrations!

Graphic Graflex Photography, open to Page 129, shows one of the many photographs used in the detailed chapter "Illumination and its Control." Typical of the entire book, these pages are chock-full of information — discussing photography with single light sources through to fluorescent lamps!

INVITE THESE NOTED PHOTO-EXPERTS TO CHAT WITH YOU ABOUT BETTER PICTURES

Ansel Adams, Director, Department of Photography, California School of Fine Arts . . . John W. McFarlane, Eastman Kodak Company, . . . Frank Scherschel, LIFE photographer . . . Earle Theisen, LOOK photographer . . . and many, many more are represented in this book—ready for you to refer to and obtain all the help and information that years of

experience have accumulated.

Now is the time to invite them into your home to give you the benefit of their knowledge. And you can have this wealth of information at your finger-tips for years to come!

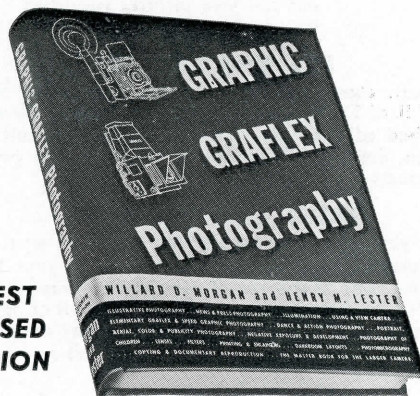
Don't fail to get yourself the book that has been called "the most valuable contribution to the literature of modern photography."

\$4.50 AT DEALERS EVERYWHERE

**GRAPHIC GRAFLEX PHOTOGRAPHY IS THE EASY WAY
... TO BETTER PHOTOGRAPHY ...**



HERE'S YOUR ONE BEST WAY TO PRIZE WINNING PICTURES!



**LATEST
REVISED
EDITION**

MORGAN & LESTER, Publishers
101 PARK AVENUE
NEW YORK 17, N. Y.

... JUST FOLLOW THIS PATH ...



...Get "The Master Book for the Larger Camera"...

GRAPHIC GRAFLEX PHOTOGRAPHY

KNOW

all the great possibilities of your camera. Whether you use a Speed Graphic, Super D Graflex or any of the larger cameras, *you'll benefit greatly* from really knowing the instrument with which you're working!

KNOW

all you should about lighting, filters, exposure and development, color photography, printing, composition, flash photography—and a lot more of essential information plus special topics from *Portraits to Action* pictures!

KNOW

what goes on behind the scenes when noted photographers go to work to produce those outstanding shots. With *Graphic Graflex Photography* you have many, many chapters designed to stimulate the imagination—enable you to step out and take pictures you never dreamed you could!

IT'S THE LATEST

of the clear, concise photography books compiled by publishers Willard D. Morgan and Henry M. Lester. Now in its latest revised edition, this volume comes to you full of the most recent, detailed information available to help you make Better Pictures... and is the...

MOST ECONOMICAL

means of getting an "education" on not only what makes great pictures but also how you can improve *your* photography! Reasonably priced, it's no wonder that *Graphic Graflex Photography* has been the ready-reference manual of newsmen, commercial and serious photographers for many years. If you own one of the larger cameras you'll want this...

MOST COMPLETE

book ever written on the subject—456 pages, 29 chapters, large 7½ x 10-inch pages containing 650 fine illustrations... 250,000 of the most helpful, easy-to-follow words in photography. Thirty-seven contributors have made it truly The Master Book for the Larger Camera.

LOOK AT THIS OUTLINE LIST OF CONTENTS!

1. **Elementary Graflex and Speed Graphic Photography**—fundamental working information for the larger camera.
2. **Negative Exposure and Development**—better exposures made easy.
3. **Your Lens**—designed to clarify much mis-information.
4. **How To Use Filters**—in every application.
5. **A Design For Printing**—step-by-step procedures.
6. **Understanding Photographic Printing**—paper grades and surfaces—enlarging—testing.
7. **Kodachrome Photography**—complete, working information.
8. **Anso Color**—lighting and exposure, processing.
9. **Illumination And Its Control**—actual camera and light positions.
10. **Portrait Photography**—Composition, lighting, flash.
11. **Composition and The View Camera**—first modern treatise on the View Camera.
12. **Perspective Control And View Camera Technique**—exact descriptions with diagrams.
13. **Documentary Reproduction**—complete working directions.
14. **Action Photography**—for the beginner and experienced photographer.
15. **Photographing The Dance**—full details about a new and important field.
16. **Synchroflash Photography**—flashlamps, synchronizers, exposure, colorflash, techniques.
17. **Flash Problems And Their Solutions**—by a famous magazine photographer.
18. **News and Press Photography**—profusely illustrated; complete explanations.
19. **The Syndicates And Metropolitan Press Photography**—behind the scenes of thrilling news pictures.
20. **Publicity Photography**—practical story of a million-dollar field.
21. **Illustrative And Advertising Photography**—producing successful pictures.
22. **Photography In Criminology**—a growing field.
23. **Photography Of Children**—dear to everyone's heart.
24. **Aerial Photography**—new visions, thrills and viewpoints.
25. **The Photographic Darkroom**—complete with plans.
26. **Photomicrography With The Graflex**—details and the most outstanding examples.
27. **Personnel Identification Photography**—full of new possibilities.
28. **Exploded Views**—described in detail for the first time.
29. **Graflex And Graphic Equipment**—all models, all accessories for the larger camera.

- 456 PAGES . . . 29 FULL CHAPTERS!
- LARGE TYPE AND PAGE SIZE
- EASY TO READ AND UNDERSTAND

IT'S YOUR BEST BUY FOR FINER PICTURES!